RJ REYNOLDS

TOBACCO COMPANY

COPY

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Region Operations Mgr

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September 22, 1997

RJR Account #315288
Mr. J. Mitiguy
DOWLINGS, INC.

NOVEMBER DORAL B2G1F / PROMOTION #701647

Dear John:

DORAL B2G1F ***pre-sleeved*** product (6M) has been ordered (see quantities listed below), as well as **116** skus of B2G1F Displays (Item #533174) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B2G1F UPC Code	#/ (6M) Cases B2G1F
Light	12300-24488	**8**
Light Men 100	12300-24492	**8**
Light 100	12300-24489	**7**
FF 100	12300-24490	**4**

DISPLAY DETAIL
EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.
EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.
EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.
THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.
IT IS STRONGLY RECOMMENDED THAT YOU PLACE 1 ADDITIONAL LOOSE LIVE PACK INTO EACH DISPLAY; *THIS WILL ENABLE YOU TO BILL RETAIL @ 5 CARTONS PER DISPLAY, RATHER THAN 4.9 CARTONS PER DISPLAY.*

Product PO # 127A ***; Displays PO #*** 127B # 7275-0025

Product / Premium Arrival: **October 20, 1997**

Ship Date to Retail: **Week of: October 27, 1997**

SKU CUBE : **1.0195**
SKU WT (w/o Product): **1.7300 lbs**
Retail Sales Offer per Sku: **21 Offers**

Billing per Sku:
5 Savings Cartons (if additional live pack is added to Display)
4.9 Savings Cartons (if additional live pack is NOT added to Display)

EFT $ Amount: **$4,469.77**

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PROMOTION DESCRIPTION: SEE ENCLOSED *'WHOLESALER PACKING INSTRUCTIONS'*. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS **PRE-SLEEVED**, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST*.

PLACE INTO EACH DISPLAY:
* 7 CARTONS OF FOUR DIFFERENT DORAL BRANDSTYLES (2 CTNS/ 2 CTNS/ 2 CTNS/ 1 CTN)
  BRAND STYLES: DORAL LIGHT / DORAL LT MEN 100 / DORAL LT 100 / DORAL FF 100
* 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)

EACH DISPLAY WILL CONTAIN 21 **B2G1F** OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS.
(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;
8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.
(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY)

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $14.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$137.20 (9.8 (12M) case(s) @ $14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: R. Tanchyk
Enclosures:
- Customer List
- Wholesaler Packing Instructions

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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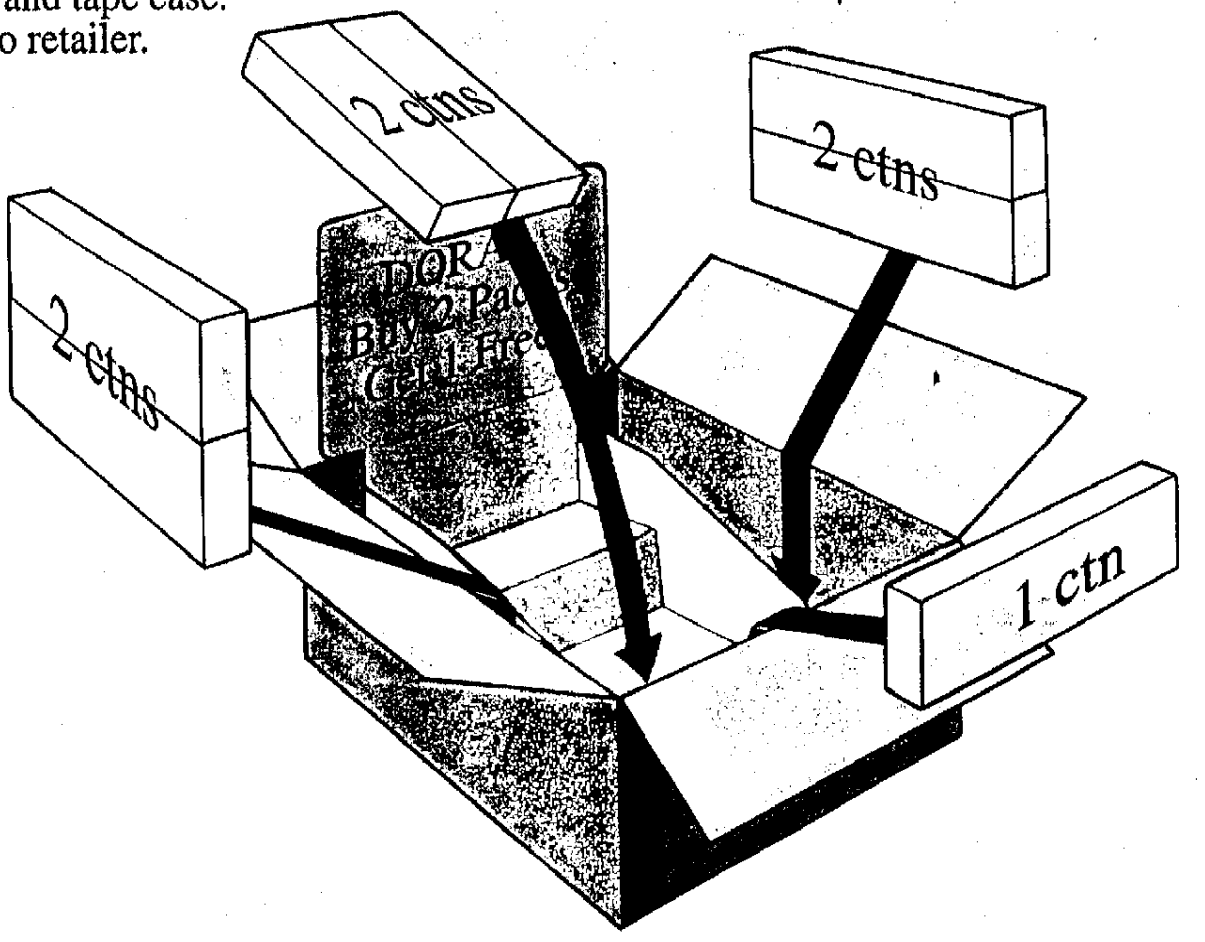
WHOLESALER PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 4TH QTR.'97

November-December DORAL B2G1F (Buy 2 Packs Get 1 Free)

STEPS

1. Open DORAL B2G1F shipping case.
2. Place 7 cartons of DORAL promotional product into shipper/display. **(Promotional product is in white cartons and is pre-sleeved).**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: #533174
Description: DORAL November-December B2G1F Display/POS Kit

Brand Style	LIGHT	LT MEN 100	LIGHT 100	FF 100		
Number of Cartons						

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WHOLESALER: 315288 DOWLINGS INC.

INSTRUCTIONS: DORAL B2G1F PROMOTION #701647
SHIP TWO (2) DISPLAYS TO EACH RETAIL ACCOUNT LISTED
BRAND STYLES: DORAL LT / LT 100 / LT MEN 100 / FF 100

Supplier	Account	Territory	Name	Address	City	State	Chain ID	CCF	Volume
2778	343312	1623 01	BP MART	ROUTE 3	PLATTSBURGH	NY	2681-00-00	A 00	55
	475125	1623 01	CHAMPLAIN FARMS #1	16 ROOSEVELT HWY	COLCHESTER	VT	1657-00-00	A 12	167
2513	509373	1623 01	MILTON SHORT STOP022	ROUTE #7	MILTON	VT	2681-00-00	C 12	248
3499	576895	1623 01	ALBURG SHORT STOP 36	RTE_2	ALBURG	VT	2681-00-00	C 24	801
3724	594886	1623 01	MOBIL SHORT STOP 028	ROUTE 7	MILTON	VT	2681-00-00	A 00	158
	615922	1623 01	WINOOSKI EXXON #12	E ALLEN ST	WINOOSKI	VT	1657-00-00	A 00	50
2443	619802	1623 01	SHORT STOP #111	433 CORNELIA STREET	PLATTSBURGH	NY	2681-00-00	A 00	51
	664545	1623 01	BP SHORT STOP	RR 2	ALBURG	VT	2681-00-00	A 00	96
	702261	1623 01	SWANTON #111	RT. #78	SWANTON	VT	2681-00-00	A 12	169
	727620	1623 01	P.J.'S MINIT STOP	190 S MAIN ST	ST ALBANS	VT	1657-00-00	A 00	64
	615925	1638 01	CHAMPLAIN FARMS #11	HCR 61 BOX 65	NEWPORT	VT	1657-00-00	A 00	61
2378	623878	1638 01	OCTANE INC SHORTSTOP	RTE. 5 013	DERBY	VT	2681-00-00	A 00	184
	679268	1638 01	CHAMPLAIN FARMS	125 RAILROAD ST	SAINT JOHNSBURY	VT	1657-00-00	A 12	172
	723336	1638 01	FASTOP	114 HANOVER ST	LEBANON	NH	1657-00-00	A 12	169
	437115	1638 04	CHAMPLAIN FARMS #7	16 MAIN ST	RANDOLPH	VT	1657-00-00	A 12	173
	615934	1638 04	BRANDON GULF #5	3 GROVE ST	BRANDON	VT	1657-00-00	A 12	141
2450	623941	1638 04	SHORT STOP #014	N. MAIN ST.	RUTLAND	VT	2681-00-00	A 00	140
3352	663162	1638 04	GROVE ST SHORT STOP	129 GROVE ST	RUTLAND	VT	2681-00-00	A 12	207
4430	670402	1638 04	OCTANE SHORT STOPINC	ROUTE 4 EAST	RUTLAND	VT	2681-00-00	A 00	79
	742293	1638 04	CHAMPLAIN FARMS	MAIN STREET	BETHEL	VT	1657-00-00	A 00	22
	309215	1638 09	CHAMPLAIN FARMS	RTE. 100	WAITSFIELD	VT	1657-00-00	A 00	53
2858	456241	1638 09	MOBIL SHORT STOP	1555 NORTH AVE	BURLINGTON	VT	2681-00-00	A 04	708
2511	500924	1638 09	TAFT COR. SHORT STOP	JCT. 2 & 2A #024	WILLISTON	VT	2681-00-00	A 00	173
2448	512774	1638 09	MOBIL SHORT STOP 007	977 SHELBURNE RD	SOUTH BURLINGTO	VT	2681-00-00	A 00	90
	571864	1638 09	CAPITAL TEXACO	108 STATE ST	MONTPELIER	VT	1657-00-00	A 00	42
2449	576934	1638 09	MOBIL SHORT STOP	1314 WILLISTON RD	SOUTH BURLINGTO	VT	2681-00-00	A 00	137
	587759	1638 09	ROTARY MART #8	103 SHELBURNE ST	BURLINGTON	VT	1657-00-00	A 00	104
	590776	1638 09	FASTOP EXXON	377 N MAIN ST	BARRE	VT	1657-00-00	A 00	110
	595955	1638 09	CHAMPLAIN FARMS #10	NO MAIN STREET	WATERBURY	VT	1657-00-00	A 00	134
	615941	1638 09	STATE ST. GULF #2	107 STATE ST	MONTPELIER	VT	1657-00-00	A 00	1
	649433	1638 09	CHAMPLAIN FARMS #13	56 PEARL ST.	ESSEX JUNCTION	VT	1657-00-00	A 00	92
4284	659599	1638 09	BERLIN SHORT STOP	324 BERLIN/MONTPELIER ROAD	BARRE	VT	2681-00-00	A 00	165
	665502	1638 09	CHAMPLAIN FARMS	25 COURT ST	MIDDLEBURY	VT	1657-00-00	A 00	111
	670403	1638 09	FASTOP_EXXON	RT 100	WATERBURY	VT	1657-00-00	A 00	118
	683709	1638 09	DAVE'S TEXACO	13-15 SOUTH MAIN STREET	BARRE	VT	1657-00-00	A 00	62
	694308	1638 09	SHORT STOP #143	RT #116 & COMMERCE STREET	HINESBURG	VT	2681-00-00	A 00	152
	703503	1638 09	MORETOWN SHORT STOP	RT. #100	MORETOWN	VT	2681-00-00	A 00	65
	715521	1638 09	UNIVERSITY TEXACO	1118 WILLISTON RD	S BURL	VT	1657-00-00	A 00	1
	740858	1638 09	CHAMPLAIN FARMS	315 SHELBURNE RD	BURLINGTON	VT	1657-00-00	A 00	93
2539	760698	1638 09	MOBIL SHORT STOP 004	1830 SHELBURNE RD	SOUTH BURLINGTO	VT	2681-00-00	A 00	185

Total Accounts 40

80 Displays
+ 35
115 Displays

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5N55B2 WORKPLAN VAP TEMPLATE LISTING PAGE: 1
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TEMPLATE SEQ : 0019
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162301	163827	113858	B & D SUPER MARKET	MAIN ST	NORTH TROY	VT	05859	1			2630	(802)988-2545
163809	163828	760220	BALLARD'S CTY STORE	SHELB FALLS RD	HINESBURG	VT	05461	1			2217	(802)482-2070
163809	163829	665918	INTERSTATE SHELL	1055 WILLISTON RD	BURLINGTON	VT	05403	1			3806	(802)660-9405
163809	163829	711780	U SAVE BEVERAGE CTR	1302 WILLISTON RD	S BURL	VT	05403	1				(802)862-2907
163804	163825	691069	CLAREMONT TEXACO	114 PLEASANT ST	CLAREMONT	NH	03743	1				(603)542-2276
163804	163828	754471	UNION ST. GROCERY	30 UNION ST	BRANDON	VT	05733	1			3045	(802)247-6019
163804		767784	RTE 100 ENTERPRISES	ROUTE 100	PITTSFIELD	VT	05762	1				(802)746-9939
163809	163829	073037	COLONIAL DELI MART	50 SUSIE WILSON R	ESSEX JUNCTION	VT	05452	1			956466	(802)879-7471
163809	163829	113504	THE SHOPPING BAG	166 NORTH ST	BURLINGTON	VT	05401	1				(802)658-4790
163809	163829	113507	LAROW'S MARKET	144 NORTH ST	BURLINGTON	VT	05401	1				(802)864-0363
163809	163829	113549	THE SPRING BEV	1130 NORTH AVE	BURLINGTON	VT	05401	1				(802)863-4792
163809	163828	113912	PARK FILLING STATIO	3 WEST ST	BRISTOL	VT	05443	1			2463	(802)453-3000
163809	163829	114008	5 CORNERS BEVERAGE	39 PARK ST	ESSEX JUNCTION	VT	05452	1				(802)879-7102
163809	163829	114012	CENTRAL BEV MART	4 CENTRAL ST	ESSEX JUNCTION	VT	05452	1			2218	(802)879-6471
163809	163829	114052	LUCKY SPOT VARIETY	RT 117	RICHMOND	VT	05477	1			2099	(000)434-2332
163809	163829	114080	ESSEX DISCOUNT BEV.	RT 15 PO BOX 506	ESSEX CENTER	VT	05451	1			2355	(802)879-8953
163809	163829	114105	BRADLEYS GENERAL	RT 15	JOHNSON	VT	05656	1				(802)635-2496
163809	163829	290017	CHAMPLAIN FARMS	219 MAIN ST	BURLINGTON	VT	05401	1				(802)863-1998
163809	163829	324703	RIVERSIDE BEVERAGE	500 RIVERSIDE AVE	BURLINGTON	VT	05401	1				(802)864-9636
163809	163829	328735	KERRYS KWIK STOP	249 SAINT PAUL ST	BURLINGTON	VT	05401	1			2157	(802)863-9279
163803	163825	746262	BRATTLEBORO MOBIL	PUTNEY ROAD	BRATTLEBORO	VT	05301	1				(802)254-7397
163804	163828	425673	BOVE MART, INC.	213 N MAIN ST	RUTLAND	VT	05701	1			3060	(802)775-7901
162301	163829	502627	CHAMPLAIN FARMS	342 ROOSEVELT HWY	COLCHESTER	VT	05446	1				(802)879-6388
163809	163829	555572	CROSSROADS DISC BEV	52 N MAIN ST	WATERBURY	VT	05676	1			2169	(802)244-5062
163804	163828	576909	GMB DISCOUNT BEVERA	RR 3 BOX 7020	RUTLAND	VT	05701	1			48852	(802)773-812
162301	162323	711211	DICK & PAM'S MARKET	ROUTE 105	EAST BERKSHIRE	VT	05447	1				(802)933-2153
162301	163829	712790	K.L QUICK STOP	375 MAIN ST	WINOOSKI	VT	05404	1			2460	(802)655-3344
162302	162320	114518	DUTCHIES MKT	MAIN ST	WEST PAWLET	VT	05775	1			3617	(802)645-0069
163804	162320	633296	TOM'S AUTO MART	CASTLETON CORNERS	CASTLETN	VT	05735	1			4110	(802)468-2900

PAGE BREAK TOTAL ACCOUNTS 29 TOTAL QUANTITY 29

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TEMPLATE SEQ : 0019
SALES LEVEL : 16XXXX

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163809	163829	113590	MARVIN'S MARKET	221 COLCHESTER RD	ESSEX JUNCTION	VT	05452	1		2794-0200		(802)878-5892
163809	163829	964662	WASHBURN SERVICENTE	HC 33 BOX 213	RICHMOND	VT	05477	1		2794-0200	2231	(802)434-3818
163804	163825	737948	CLAREMONT MOBIL	237 MAIN ST	CLAREMONT	NH	03743	2		2794-0200		(603)542-3080
162301	162323	113645	NO COUNTRY BAIT	23 N RIVER ST	SWANTON	VT	05488	1		2794-0200	349	(802)868-7843

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163809	163828	448822	ROLAND'S MINI MART	RTE. 302	EAST BARRE	VT	05649	1		3419-0000	2638	(802)476-5041

PAGE BREAK TOTAL ACCOUNTS 1 TOTAL QUANTITY 1

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